

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Iowa Meat Mission Learns Latest Status of Japan's Beef and Pork Markets; The 20th Ushiwaka's U.S. beef Renaissance in Kyoto; Citrus Visit to Ehime

General Information:

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Iowa Meat Mission Learns Latest Status of Japan's Beef and Pork Markets: On February 17, 2015, the Tokyo Agricultural Trade Office (ATO) and Office of Agricultural Affairs (OAA) welcomed a team representing beef and pork producers in the Great State of Iowa. As the top pork producing state in the United States and one of the top ten beef exporting states, Iowa has a great interest in the Japanese market, which was the number one export market for U.S. beef and pork in 2014, worth over \$3.5 billion combined. During their visit, the team learned about how West Coast port delays have impacted U.S. beef and pork exports to Japan. Agricultural Attaché Evan Mangino also briefed the team on the latest developments in Japanese agricultural trade and policy. Later that day, ATO Director Rachel Nelson gave a welcome speech to a large gathering of Japanese importers of Iowa beef and pork.

The 20th Ushiwaka's U.S. Beef Renaissance in

On February 25, 2015, Agricultural Minister-Counselor David Miller attended "the 20th U.S. Beef Renaissance," organized by Ushiwaka Shoji, a major distributor in Kyoto. The event, consisting of an educational seminar and a reception, was co-sponsored by U.S. Meat Export Federation with Osaka's support. During his speech at the seminar, Miller congratulated the Ushiwaka Shoji Company their entry into the U.S.-Agricultural Trade Hall of in 2012 and appreciated their long-term support of beef. Mr. Alan Greenberg, U.S. Consul General in Osaka-Kobe, also joined in the evening's events and thanked the audience for their support of U.S. beef. About 700 people from local hotels and restaurant industry in Kansai attended the event, which was created in 1993 to promote U.S. beef use among local chefs.



Kyoto:

meat

ATO's
Mr.
for
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Citrus Visit to Ehime: On February 24 and 25, 2015, Agricultural Attaché Benjamin Petlock and Agricultural Specialist Nobuko Sugimoto visited the Ehime prefecture to learn about regional citrus production, new cultivar development, and postharvest handling practices. During their visit, Mr. Petlock and Dr. Sugimoto toured terraced mandarin orange fields, a juice factory, a research station, and local farmers' markets. The FAS staff also met with local growers and representatives from the Ministry of Agriculture, Forestry, and Fisheries and the Ehime Prefectural Government to discuss current and future citrus production and

learn about Ehime's marketing and export strategies.
